

Case Study



About Zilliant, Inc.

Zilliant, Inc. provides price optimization and price management software for manufacturing, distribution, high-tech, and industrial service companies. Zilliant's pricing software enables manufacturers and distributors to adopt an approach to price analysis, optimization, price list management, quoting, and negotiation. In addition, Zilliant, Inc. offers deployment strategy and planning, and implementation methodology, as well as Zilliant education services for business and technical users.

Challenge

When Kevin Salas began working at Zilliant as a consultant, they already had an established marketing tech stack. What they didn't have was the right person to lead the charge and build a strong marketing engine.

Salas started by doing a 90-day analysis of the tools in place, then he decided to blow up the poorly built-out instances of Marketo and Salesforce. He knew sales wouldn't like him for doing this, but he was sure they would love him after he rebuilt the instances. He was right. They hired him on full-time as Director of Demand Generation and Marketing Operations.

Kevin's top priority is to generate marketing qualified leads at the top of the funnel and convert those leads to opportunities. That's not his only priority, though; he also wants to improve Zilliant's sales and marketing alignment.

Solution

Since starting at Zilliant, Kevin has seen positive year-over-year improvements, especially from 2018 to 2019. Many of the tools that he integrated into his tech stack engine during the second half of 2018 fueled these improvements.

Madison Logic was a key part of those solutions. Even with all the changes he made to their existing tech stack, there was one element that was missing: account-based marketing (ABM). Salas began incorporating ABM into his strategy with a trial of Madison Logic. What really made Madison Logic stand out from others in the market was the content syndication approach. "[Content syndication] was a new channel for me," Salas says. "Display has been great from an awareness or air coverage perspective, but I wanted to utilize both channels."

Kevin has seen tremendous results from this multi-channel approach, especially since their 2018 trial.



Kevin Salas
Director of Demand Generation
Zilliant

"Today I am not playing conservative. I'm saying, 'Nope, this is what we're going to do and I'm going to leverage this tool to the maximum.' In fact, when I finalized my budget in 2018 for 2019, Madison Logic literally accounted for 80% of it."

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Results

Before Kevin started, Zilliant saw marketing as a cost center, not a profit center. That has improved tremendously since using Madison Logic. The alignment between sales and marketing is far better because Zilliant is now seeing the value of their lead generation campaigns. Kevin passed his 2019 goal by the end of July.



Kevin Salas
Director of Demand Generation
Zilliant

*"I'm already ahead **63%**. I'm ahead by **62%** for MQL's generated QoQ and YoY. I am ahead **42%** in opportunities created. We are an absolute profit center now. **A lead that comes through from Madison Logic has a higher propensity to convert to an opportunity at a significantly higher rate.** So now that we are allocating 80% of our marketing budget to Madison Logic, we are going to increase our yearly goal to 50%."*

If you would like to learn more about how Madison Logic can help you convert your best accounts faster, contact us at sales@madisonlogic.com